

## CONTRACT



**WBAY**  
**115 S. Jefferson Street**  
**Green Bay, WI 54301**  
**(920) 432-3331**

And:

**Nonbox**  
**5307 South 92nd Street**  
**Hales Corners, WI 53130**  
**USA**

|  |  |  |
|--|--|--|
| <b>Contract / Revision</b><br>954224 /       |  | <b>Alt Order #</b>                                     |
| <b>Product</b><br>2016T RAF 1024 ADD ON      |  |  |
| <b>Contract Dates</b><br>10/24/16 - 10/30/16 |  | <b>Estimate #</b><br>RAF-1024 AO                       |
| <b>Advertiser</b><br>POL/Reform America Fund |  | <b>Original Date / Revision</b><br>10/13/16 / 10/13/16 |
| <b>Billing Cycle</b><br>EOM/EOC              | <b>Billing Calendar</b><br>Broadcast         | <b>Cash/Trade</b><br>Cash                              |
| <b>Property</b><br>WBAY                      | <b>Account Executive</b><br>WBAY Local House | <b>Sales Office</b><br>MG-GreenBay L                   |
| <b>Special Handling</b>                      |  |  |
| <b>Demographic</b><br>Adults 35+             |  |  |
| <b>Agency Code</b><br>9913682                | <b>Advertiser Code</b>                       | <b>Product 1/2</b>                                     |
| <b>Agency Ref</b><br>IN213                   |  | <b>Advertiser Ref</b>                                  |

| *Line | Ch   | Start Date        | End Date        | Description          | Start/End Time    | Days | Length | Spots/Week        | Rate        | PCode | Rtn | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|----------------------|-------------------|------|--------|-------------------|-------------|-------|-----|------|-------|------------|
| N 1   | WBAY | 10/24/16          | 10/28/16        | Harry Connick Jr     | 9-10a             |      | :30    |                   |             | P3    |     | NM   | 5     | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | 11111--              |                   |      |        | 5                 | \$50.00     |       |     |      |       |            |
| N 2   | WBAY | 10/24/16          | 10/28/16        | Dr Phil              | 3-4p              |      | :30    |                   |             | P1    |     | NM   | 5     | \$1,950.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | 11111--              |                   |      |        | 5                 | \$390.00    |       |     |      |       |            |
| N 3   | WBAY | 10/25/16          | 10/25/16        | Fresh Boat / O'Neals | 8-9p              |      | :30    |                   |             | P2    |     | NM   | 1     | \$685.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | -1-----              |                   |      |        | 1                 | \$685.00    |       |     |      |       |            |
| N 4   | WBAY | 10/24/16          | 10/28/16        | Action 2 News 4pm    | 4-430p            |      | :30    |                   |             | P1    |     | NM   | 5     | \$4,875.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | 11111--              |                   |      |        | 5                 | \$975.00    |       |     |      |       |            |
| N 5   | WBAY | 10/24/16          | 10/28/16        | The View             | 10-11a            |      | :30    |                   |             | P1    |     | NM   | 5     | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | 11111--              |                   |      |        | 5                 | \$250.00    |       |     |      |       |            |
| N 6   | WBAY | 10/24/16          | 10/28/16        | ET                   | 630-7p            |      | :30    |                   |             | P1    |     | NM   | 5     | \$6,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | 11111--              |                   |      |        | 5                 | \$1,250.00  |       |     |      |       |            |
| N 7   | WBAY | 10/30/16          | 10/30/16        | Secrets and Lies     | 8-9p              |      | :30    |                   |             | P2    |     | NM   | 1     | \$780.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | -----1               |                   |      |        | 1                 | \$780.00    |       |     |      |       |            |
| N 8   | WBAY | 10/24/16          | 10/28/16        | Jimmy Kimmel         | 1035-1136p        |      | :30    |                   |             | P1    |     | NM   | 5     | \$2,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | 11111--              |                   |      |        | 5                 | \$450.00    |       |     |      |       |            |
| N 9   | WBAY | 10/26/16          | 10/26/16        | Designated Survivor  | 9-10p             |      | :30    |                   |             | P2    |     | NM   | 1     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | --1----              |                   |      |        | 1                 | \$1,000.00  |       |     |      |       |            |
| N 10  | WBAY | 10/29/16          | 10/29/16        | ABC College Football | PABC College Foot |      | :30    |                   |             | P2    |     | NM   | 1     | \$525.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | -----1-              |                   |      |        | 1                 | \$525.00    |       |     |      |       |            |
| N 11  | WBAY | 10/27/16          | 10/27/16        | Notorious            | 8-9p              |      | :30    |                   |             | P1    |     | NM   | 1     | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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| <u>Contract / Revision</u><br>954224 /       |  | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/24/16 - 10/30/16 | <u>Product</u><br>2016T RAF 1024 ADD C | <u>Estimate #</u><br>RAF-1024 AO                       |
| <u>Advertiser</u><br>POL/Reform America Fur  |  | <u>Original Date / Revision</u><br>10/13/16 / 10/13/16 |

| *Line  | Ch   | Start Date        | End Date        | Description           | Start/End Time    | Days | Length | Spots/Week  | Rate | PCode | Rtn | Type | Spots | Amount      |
|--------|------|-------------------|-----------------|-----------------------|-------------------|------|--------|-------------|------|-------|-----|------|-------|-------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |       |     |      |       |             |
| Week:  |      | 10/24/16          | 10/30/16        | ---1---               | 1                 |      |        | \$2,000.00  |      |       |     |      |       |             |
| N 12   | WBAY | 10/30/16          | 10/30/16        | Quantico              | 9-10p             |      | :30    |             |      | P1    |     | NM   | 1     | \$1,750.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |       |     |      |       |             |
| Week:  |      | 10/24/16          | 10/30/16        | -----1                | 1                 |      |        | \$1,750.00  |      |       |     |      |       |             |
| N 13   | WBAY | 10/28/16          | 10/28/16        | Last Man / Dr Ken     | 7-8p              |      | :30    |             |      | P1    |     | NM   | 1     | \$2,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |       |     |      |       |             |
| Week:  |      | 10/24/16          | 10/30/16        | ----1--               | 1                 |      |        | \$2,500.00  |      |       |     |      |       |             |
| N 14   | WBAY | 10/24/16          | 10/24/16        | Conviction            | 9-10p             |      | :30    |             |      | P1    |     | NM   | 1     | \$3,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |       |     |      |       |             |
| Week:  |      | 10/24/16          | 10/30/16        | 1-----                | 1                 |      |        | \$3,500.00  |      |       |     |      |       |             |
| N 15   | WBAY | 10/26/16          | 10/26/16        | Goldbergs / Speechles | 7-8p              |      | :30    |             |      | P1    |     | NM   | 1     | \$2,750.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |       |     |      |       |             |
| Week:  |      | 10/24/16          | 10/30/16        | --1----               | 1                 |      |        | \$2,750.00  |      |       |     |      |       |             |
| N 16   | WBAY | 10/28/16          | 10/28/16        | Shark Tank            | 8-9p              |      | :30    |             |      | P1    |     | NM   | 1     | \$4,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |       |     |      |       |             |
| Week:  |      | 10/24/16          | 10/30/16        | ----1--               | 1                 |      |        | \$4,500.00  |      |       |     |      |       |             |
| Totals |      |                   |                 |                       |                   |      |        |             | 0.00 |       |     |      | 40    | \$36,815.00 |

| Time Period        | # of Spots | Gross Amount       | Agency Comm.        | Net Amount         |
|--------------------|------------|--------------------|---------------------|--------------------|
| 09/26/16 -10/30/16 | 40         | \$36,815.00        | (\$5,522.25)        | \$31,292.75        |
| <b>Totals</b>      | <b>40</b>  | <b>\$36,815.00</b> | <b>(\$5,522.25)</b> | <b>\$31,292.75</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|  |                          |
|--|--------------------------|
| <b>Station and Location:</b><br>WBAY-GREEN BAY, WI | <b>Date:</b><br>10/12/16 |
|--|--------------------------|

I, **William Eisner & Associates, dba Nonbox**

do hereby request station time concerning the following issue:

2016 Presidential Race

| Broadcast Length | Time of Day, Rotation or Package | Days         | Class        | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|--------------|----------------|-----------------|
| :30              | See Schedule                     | See Schedule | See Schedule | See Schedule   | See Schedule    |
|                  |                                  |              |              |                |                 |

This broadcast time will be used by: Reform America Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Reform America Fund  
PO BOX 44  
Black Creek, WI 54106

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Lorri Pickens-Treasurer

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10/12/16

Date

Emilie Kassa

Signature

Digitally signed by Emilie Kassa  
DN: cn=Emilie Kassa, o=nonbox, ou,  
email=emiliek@nonbox.com, c=US  
Date: 2016.10.12 13:31:46 -05'00'

414-425-8800

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

  
Printed Name

  
Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.